

# Irish Fair of Minnesota: A 10-year Comparison of Attendee Profiles

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UNIVERSITY OF MINNESOTA EXTENSION

## Background

The Irish Fair of Minnesota aims to provide attendees with a fun, authentically-Irish, and family-friendly event. The Irish Fair has contracted with the Tourism Center to survey its attendees in 2007, 2011, 2014, and again in 2017. The purpose of the surveys was to better understand attendees, and subsequently

- inform marketing decisions,
- enhance the event itself, and
- maximize its benefits to the community

## Methods

### Questionnaire

On-site & administered at varied times throughout the Irish Fair

### Contents

- Reason to attend
- Enjoyable activities
- Information sources used
- Attendee demographics

### Analysis

Descriptive and inferential statistics in SPSS



## Key Findings

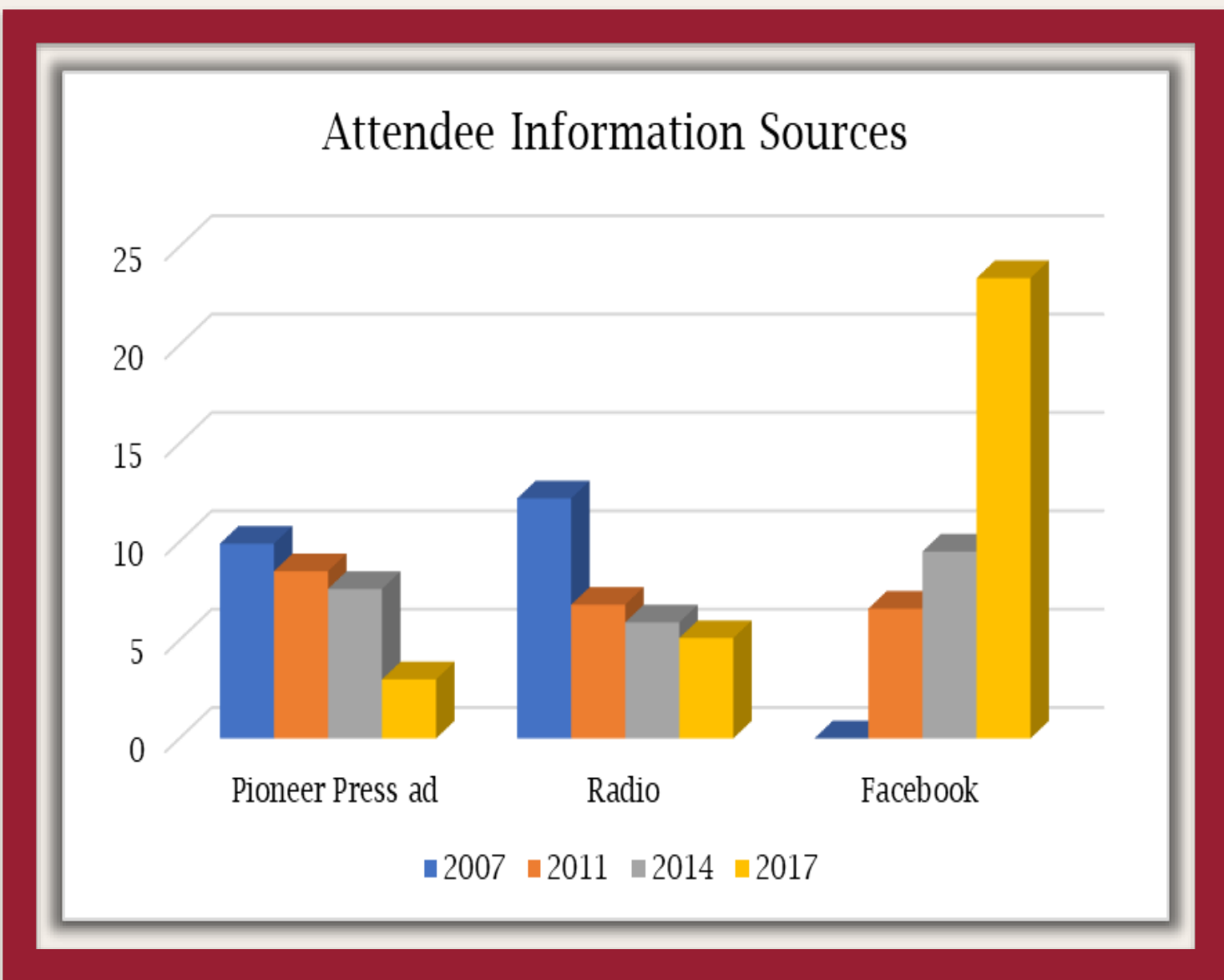


Figure 1



Figure 2

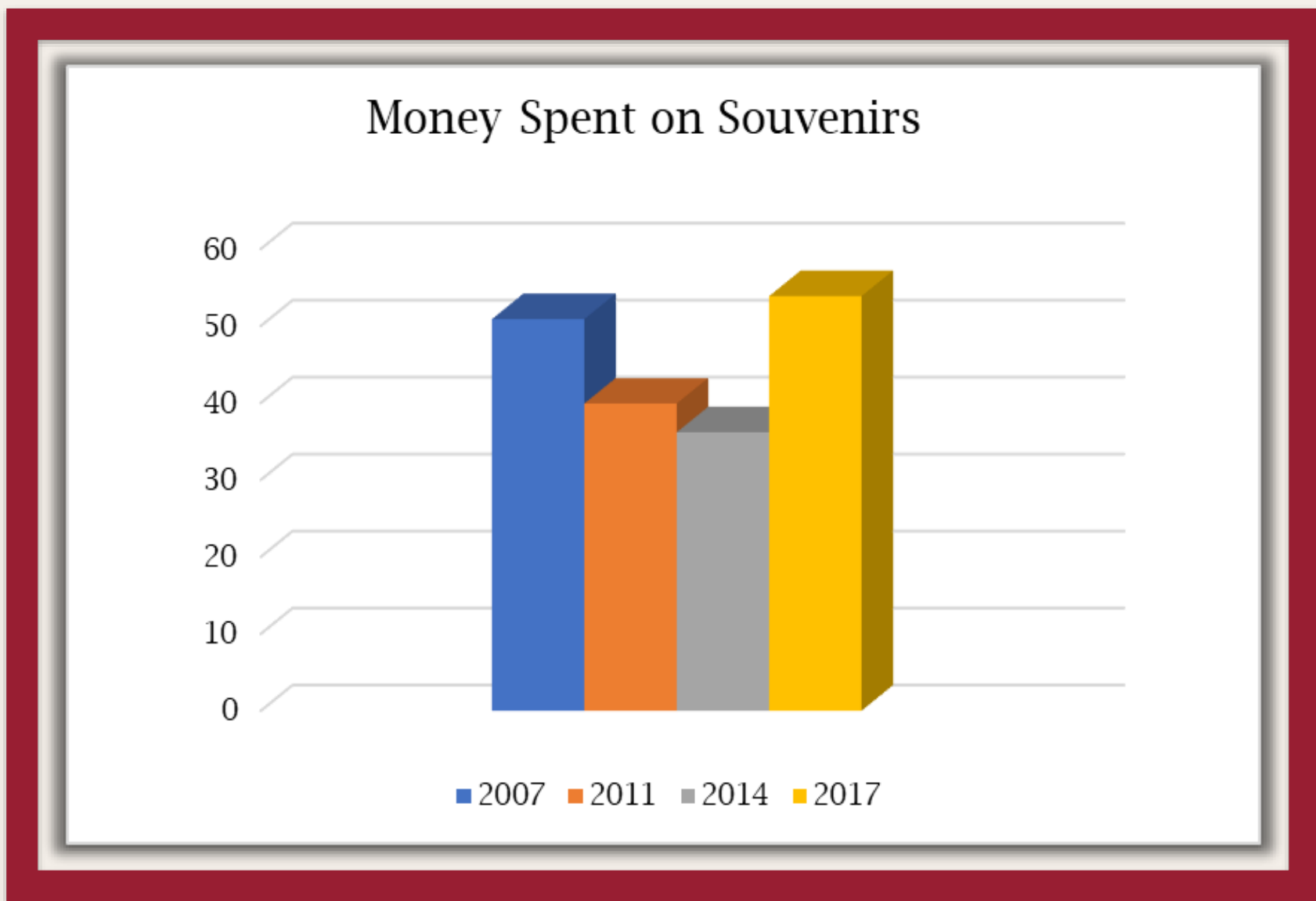


Figure 3

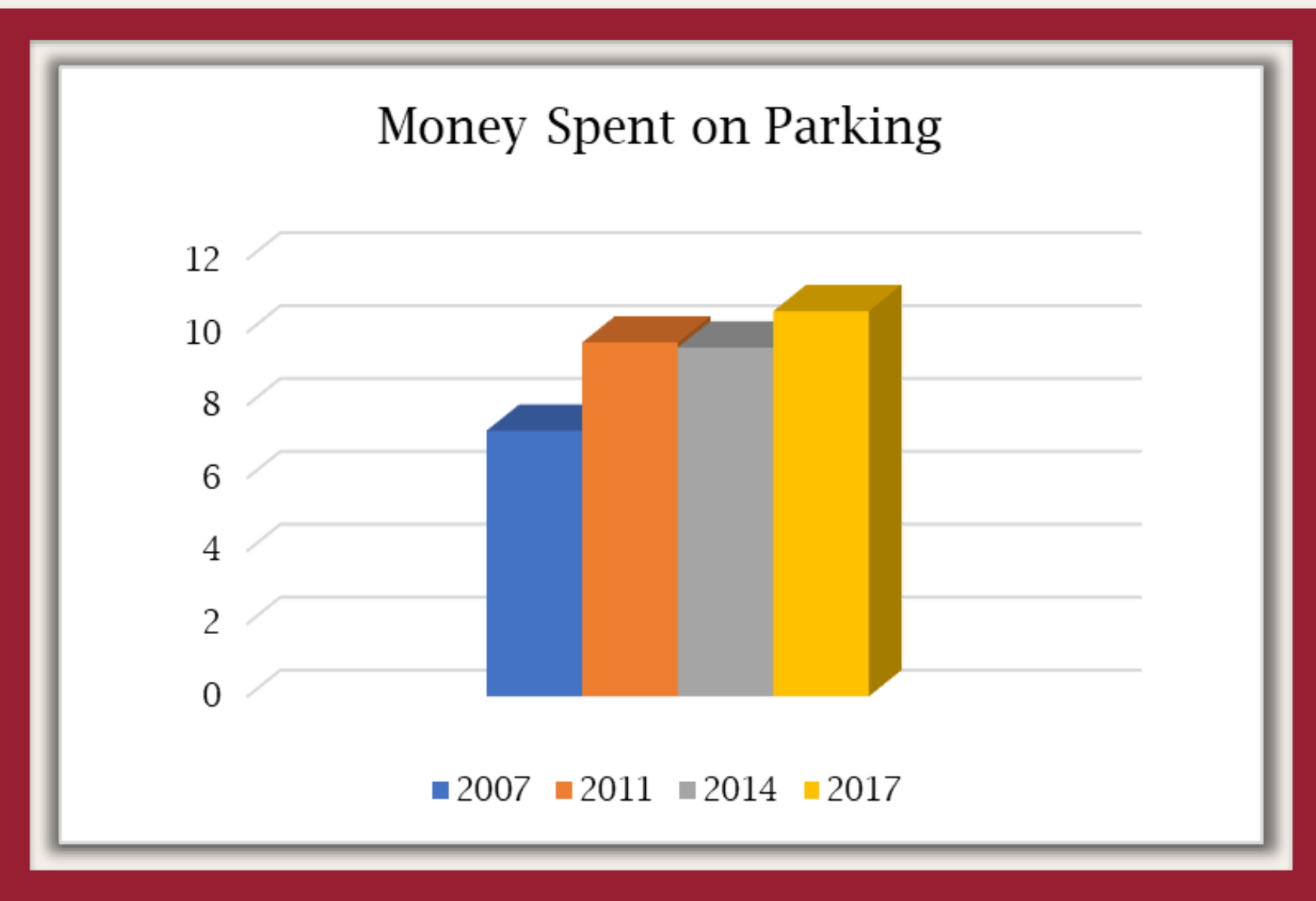


Figure 4

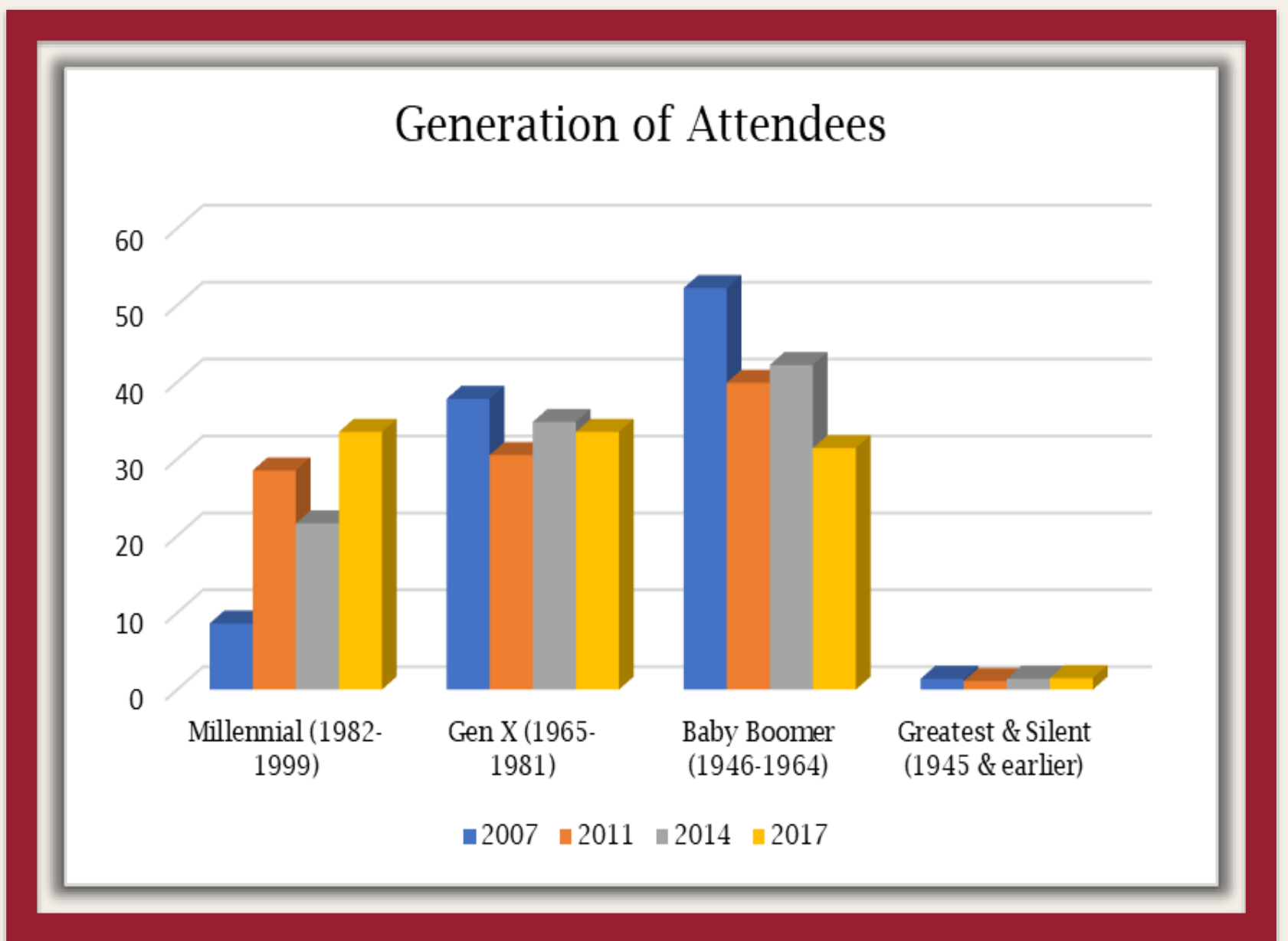


Figure 5

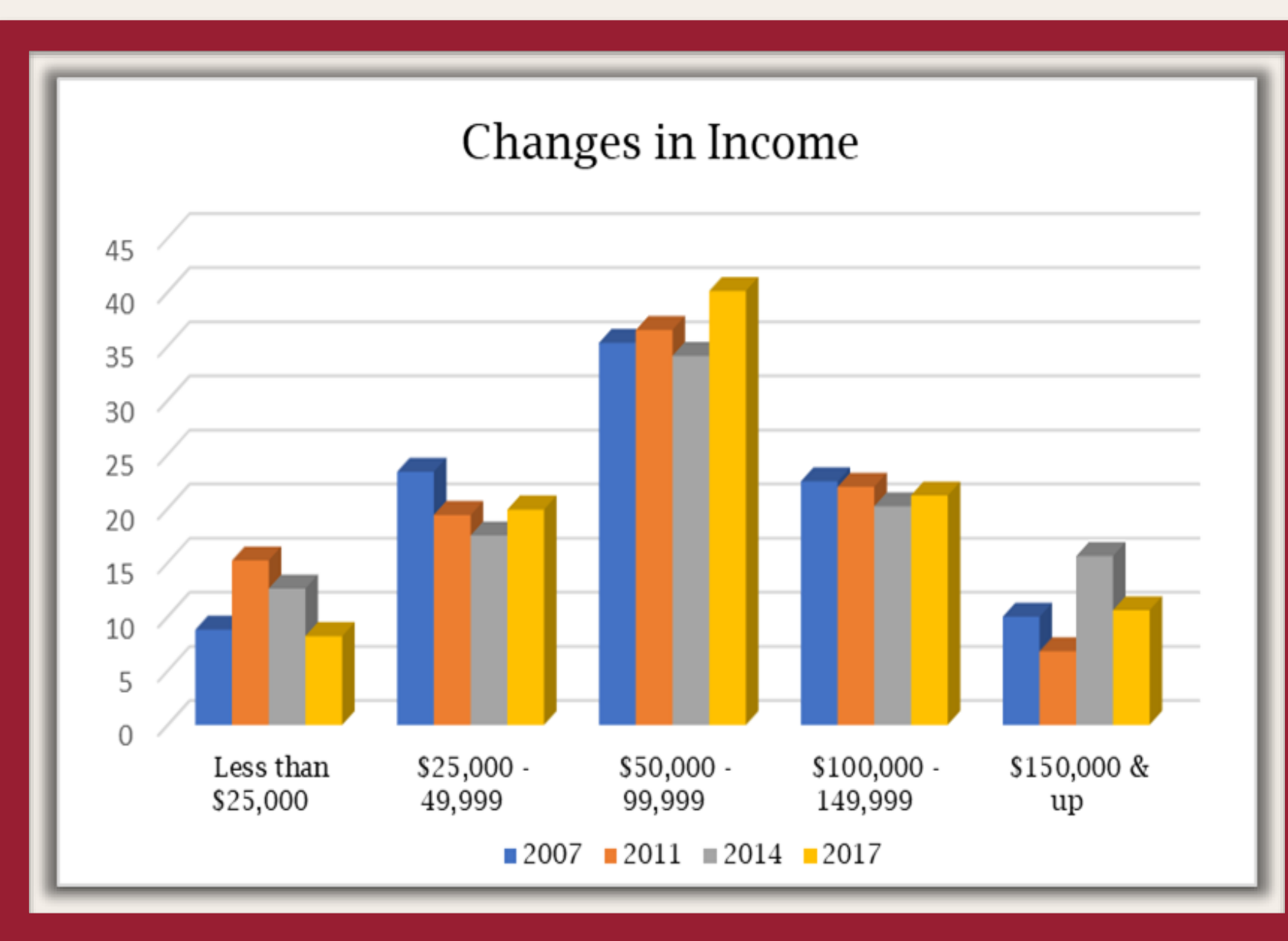


Figure 6

## Discussion

### Information Sources Used

In 2007, attendees were more likely to use traditional information sources such as *Pioneer Press* ads and radio. Respondents in 2017 were more likely to use Facebook as an information source (Figure 1).

### Change in Amount of Time Spent On-site

Attendees spent less time at the fair in 2017, which may have influence on sales at the marketplace (Figure 2).

### Change in Spending Patterns

- The average spending on souvenirs in 2017 surpassed the amount spent in 2007 for the first time (spending on souvenirs much lower in 2011 and 2014; Figure 3).
- Spending on parking steadily increased over the years (Figure 4).

### Generational Differences

The Irish Fair attracted more millennials and fewer baby boomers in 2017 than 2007. This is not surprising, as millennials have come of age in the past decade while baby boomers have aged (Figure 5).

### Change in Household Income

The percentage of respondents in the lowest and highest income ranges in 2017 was roughly the same as those in 2007. In 2017, the percentage of respondents in the \$50,000-\$99,999 income range was higher than previous years (Figure 6).